

Dean Palermo, SENIOR PROJECT MANAGER

310-408-6687 • dpalermo@elettro.com • <https://linkedin.com/in/deanpalermo> • DeanPalermo.com

Team leader with 20+ years experience in building high-performing teams and managing multimillion-dollar marketing department budgets of content production projects. Owner of cross-functional digital production of new products or global content releases including incremental feature rollouts. 10+ years of experience managing vendors and onboarding contractors. Passionate about creating an environment of world-class efficiency by optimizing organizational and team structures. Led the Global Organic Social Media Production at Audible.com (Amazon) with a ~\$17MM+ annual budget, supported a global team of 42 people in 10 countries, and owned the Enterprise Portfolio.

Areas of Expertise

- Cross-functional Team Leadership
- Strategic Planning and Roadmap
- Team Development & Coaching
- Product/Program/Project Management & Governance
- Executive Communication
- Social, Web, and Business Strategy Alignment
- Application Lifecycle Management
- Risk Assessment & Management
- Budget Management
- Test-Driven Development
- Agile Software Development
- AI Graphics, Video Editing
- Business Transformation
- Data-Driven Decision Making
- Change Management
- Diversity and Inclusion

Professional Experience

Audible (Amazon) Newark, NJ (Remote) _____ 2022 – 2023

GLOBAL ORGANIC SOCIAL MEDIA SENIOR PROJECT MANAGEMENT & INTERNAL TEAM PRODUCER

Led global tentpole marketing campaign asset production for largest tentpole releases. Onboarded all vendor agency workers. Managed mid-production communications between large property partners, the 10 global local teams, and Audible legal. Released and distributed all final digital content to 10 countries' local social teams.

- **Agile Framework:** Matured the production process with assumed variability, Risk Management, and rapid adaptation to change. Frequently creating multiple backup alternate track solutions. Fostered a culture of open communication and empowerment to make decisions. Led weekly scrum meetings and build documentation.
- **High Profile Partner Lead Point of Contact:** Led project production communications with largest partners (Harry Potter, Disney, Higher Ground/Michelle Obama, Oprah, Nelson Mandela, Alicia Keys).
- **Legal Concerns Point of Contact** Presenter of all published content to Audible legal department mitigating risk.
- **Budget Management:** Directly led a major platform overhaul to how they account for their ~\$17MM annual budget, and introduced new methods of project steps to reduce the bloated production timelines.
- **Team Building:** Identified and fulfilled internal staffing needs by interviewing, hiring, and onboarding new hires.
- **Team Development:** Strengthened team skills in risk management, project lifecycle, legal liability awareness, and communication. Helping collections of remote workers develop a sense of sincere positive team comradery.
- **Led Iconik integration API plan:** Led Social Media Team through major switch of content DAM. Provided API recommendations for ways to harness the advanced capabilities to create efficiencies with redundant tasks.

Elettro Interactive, Davie, Florida _____ 2009 – Present

SENIOR PROGRAM MANAGEMENT

Established and led the PMO for digital marketing projects. Owned a portfolio of 100+ projects.

- **Strategic Program Delivery:** Owned the branded marketing content production roadmap to drive delivery of strategic programs in Marketing, Social, Web, Data, Supply Chain.
- **Project Lifecycle Management:** Raised the performance bar by facilitating adoption of consistent processes and documentation standards to manage intake, capacity, changes, delays, delivery, and reporting.
- **Agile Coach:** Formed scrum teams on process, ceremonies, roles, and responsibilities.
- **Diversity, Equity & Inclusion (DEI) Leadership Team:** Co-leader of the US / Albanian team integration to foster community, culture, events, and internal team support.
- **Complex Custom Solutions:** Lead multiple cross-functional teams through pioneering functionality setups.

Big Interactive, West Los Angeles, CA _____ 2006 – 2009

SENIOR DIGITAL PRODUCER

Led the North America production team of 15 producing digital brand campaigns for customers in the TV, automotive, hardware, and hospitality industries.

- **Production Best Practices:** Institutionalized key world-class best practices project quality processes and knowledge areas.
- **Business Development:** Cold called large companies and generated \$1.4MM in new business and expanded the agency into 4 new business segments exceeding sales goals bringing Big Interactive additional large corporations with large budget projects.

Buena Vista Pictures / Disney Pictures, Burbank, CA _____ 2006

DIGITAL PROJECT MANAGEMENT

Disney had all world-class agencies producing all the feature film websites and website games. Keep track of all their project milestones and proactively alert vendors when missing production milestones and budgets. ~\$15MM annual.

- **Schedule Management:** Maintained all the production Gantt chart schedules for ~14 projects at a time
- **Risk Management:** Reduced enterprise risks by anticipating issues, implementing mitigation plans, & response.
- **Competitive Analysis:** Competitive analysis binder prep of all the other major motion pictures film creative.
- **Standardization:** Established standardized and consistent file management processes and documentation.

Click Media, Santa Monica, CA _____ 2005

LEAD DIGITAL PRODUCER

Managed digital production scrum teams across multiple entertainment projects simultaneously

Oversaw ~\$3M annual budget for portfolio of entertainment digital projections.

- **Digital Production Strategy & Roadmap:** Analyze requirements, determine task owners and maintain schedules.
- **Project Prioritization:** Led Steering Committee to prioritize multiple active projects based on business value. Liaised with Technical Directors and Lead Producers across business units to ensure alignment.

Mindshare Retail Merchandising, Los Angeles, CA _____ 2001 – 2005

REGIONAL SALES TEAM MANAGEMENT

Held accountability for a remote team of ~40 in store sales people in the Southern California region. Organized continued sales team training [‘how to’ train the retail sales teams] at largest consumer electronics retail stores.

Software Spectrum, Garland, Tx _____ 1998– 2001

SOFTWARE LICENSE CORPORATE ACCOUNT SALES REPRESENTATIVE

~1200 corporate accounts selling corporate volume software licenses.

Daily outbound sales calls: Averaged 60 outbound calls a day.

Education & Other Credentials

University of Texas at Dallas

Bachelor of Science (BS), Business Administration - Business Administration

Technology Proficiencies:

MS Office Suite / SharePoint

Google Suite

Atlassian Jira / Confluence

AI Graphics Generation / ChatGPT

Finance ERP Systems

Agile / Robohead

Waterfall / Predictive

Design Thinking

Supply Chain Systems

Data Integration

Photoshop / Screenflow

DaVinci Video Editor

Avid ProTools / Sprinklr

Iconik / WorkDay

Box / Quip